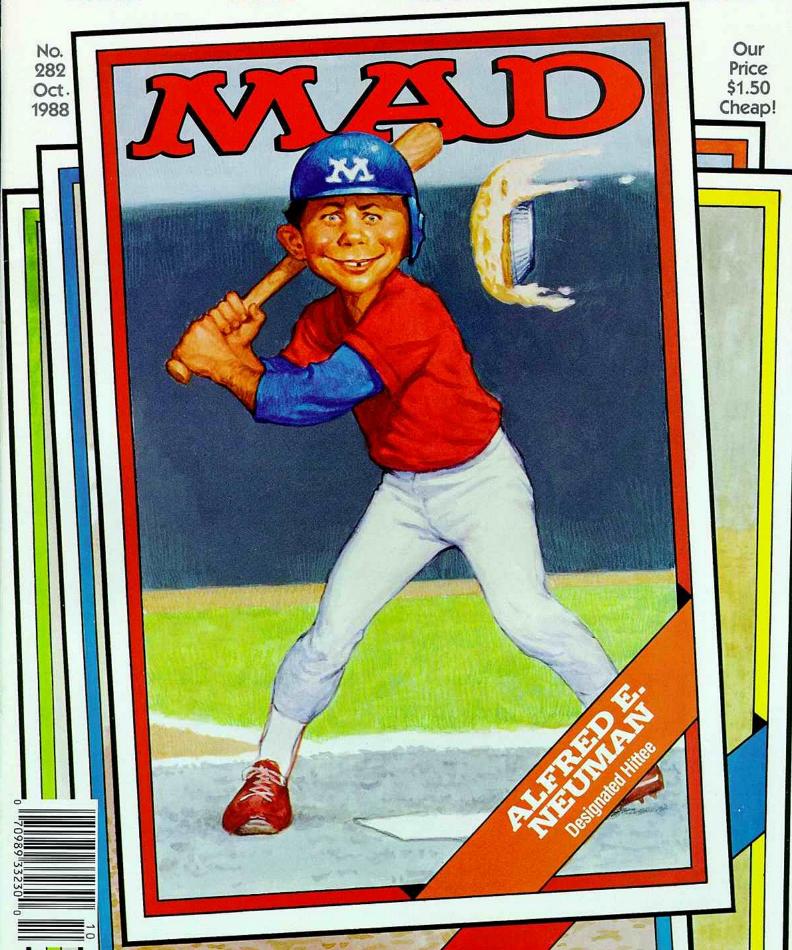
DOUBLE DARE

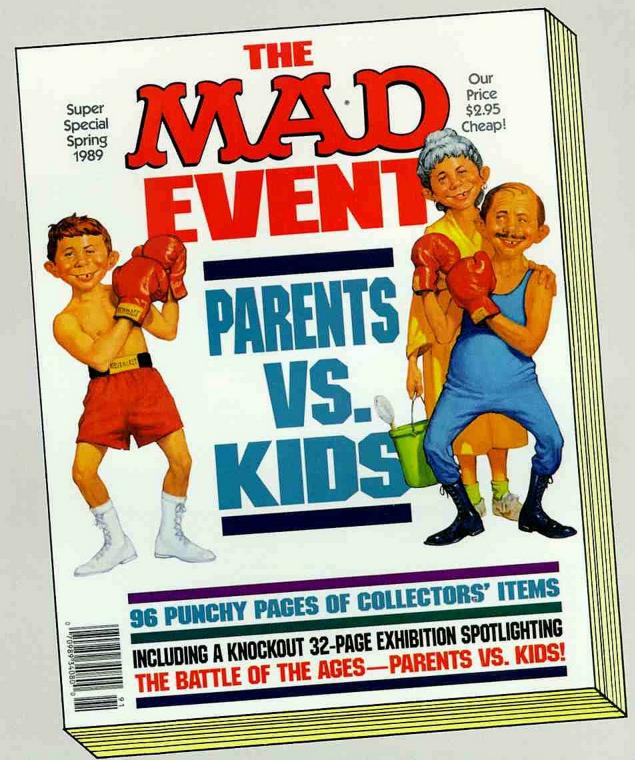
STAR TREK BASEBALL CARDS

ALF'S CAT COOKBOOK



THE OLD 1-2!

- 1) Yet Another MAD Super Special!
- 2) Yet Another Attempt To Get You To Buy It!



WHETHER YOU FIND THIS SPECIAL EN-TYSON...
OR THINK IT SPINKS...
GO TO A NEUTRAL CORNER NEWSSTAND AND BUY IT BEFORE ALL THE ISSUES ARE COUNTED OUT!



'The reason money doesn't grow on trees is because the banks own all the branches!"

-Alfred E. Neuman

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CHARLIE KADAU, JOE RAIOLA, SARA FOWLER associate editors
DICK DE BARTOLO creative consultant
JACK ALBERT lawsuits ANNE GAINES logistics
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES subscriptions

DEPARTMENTS

A NIGHT AT THE ODERATIVES DEPARTMENT

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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"Star Blecch: The Next Degradation" (A MAD TV Satire)
The MAD Nasty File — Volume III
AN EMBARRASSMENT OF RICHARD'S DEPARTMENT
The Chic Glitz Home Study Institute.
BERG'S-EYE VIEW DEPARTMENT
The Lighter Side of
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The Terrible Toilet Trauma33
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THE MAIM GAME DEPARTMENT "Double Damp" (Another MAD TV Satire)
Double Damp (Another MAD TV Satire)

**Various Places Around the Magazine

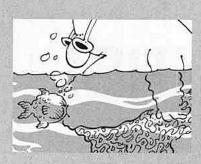
FRONT AND BACK COVER ARTIST: RICHARD WILLIAMS

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VITAL FEATURES

"STAR BLECCH: THE NEXT DEGRADATION" (A MAD TV SATIRE) Pg. 4





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A MAD LOOK AT STAYING COOL Pg. 26

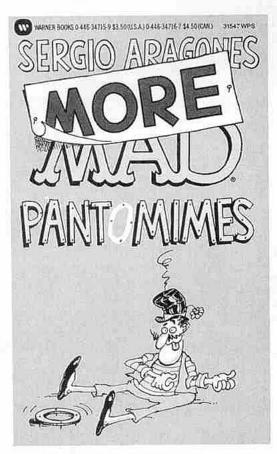
"DOUBLE DAMP" (ANOTHER MAD TV SATIRE) Pg. 29





ALF'S CELEBRITY CAT COOKBOOK Pg. 45

WHAT'S MIME IS YOURS!



The Critics Still Rave...

"It makes a mute point!"
...That egotistical
moron on "E.T."

"Accept no utter!"

...That babe with the bowtie on NBC

"The shhh hits the fan!"

...That bitchy guy who pals around with Bill Harris

"ON SALE NOW!"

...That fat slob publisher of MAD Magazine

LETTERS AND TOMATOES DEPT.



A BAD STREAK OF DUCK

I found "Duck Edwing Rushes into the Emergency Room" (#280) to be disgusting and very insensitive!

Katrina Jones Los Angeles, CA

Just goes to show you the Duck really puts himself into his work! – Ed.

URINE TROUBLE

I have been a loyal MAD reader for over five years, but I have grown concerned. In issue #280's "Gary Hart Land" I was perfectly comfortable seeing excited men ogling large-breasted women, but I did not appreciate seeing a young boy excreting onto the floor of the amusement park right in front of everyone! I feel artist Al Jaffee is promoting widespread "park peeing." Clean up your act, and his.

Damien Reynolds Culver City, CA

We've been having trouble with Jaffee lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Thanks for writing! – Ed.

ANOTHER MAD COVER-UP

I bet my kids that I could get their picture in MAD! Here's what it looks like to be buried in a complete collection of MAD paperbacks! If you don't print this picture I'll lose the bet and I'll have to spring for a candy bar. Cheap? Me? No way!

Malcolm Smith Indianapolis, IN



The Smith kids go under covers.

SORE LOSER

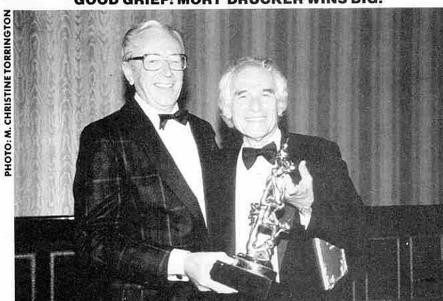
So, my name made your Alfred E. Neuman Tooth Contest "300 runnersup" list. Big deal! You could almost see it with a magnifying glass! What a rip-off! All your winners came from states close to New York. Maybe if you print my name bigger I'll feel better.

El Cajon, CA



Are you happy now? - Ed.

GOOD GRIEF! MORT DRUCKER WINS BIG!



Hooray! It would be an understatement to say we're proud of MAD Superartist Mort Drucker, who was recently named "Outstanding Cartoonist of the Year" by the National Cartoonist's Society! Mort (right) is shown here receiving the 1988 Reuben Award from "Peanuts" creator Charles Schulz. In addition, Mort's "L.A. Law" cover (MAD #274) won the Special Features Category Award, the FIRST TIME an artist has won both awards in the same year! Then again, we've always known that Mort is the best!

"BEAUTY IS THE BEAST"

As I am an avid fan of "Beauty and the Beast" and also a glutton for punishment, I enjoyed your satire immensely. The show's actual plots may just be weak excuses for Catherine and Vincent to drool on one another for an hour, but your plot was abysmal. The sonnet on the last page was the only part that made sense. Maybe if you tried again and used a little more effort, none of it would make sense!

Susan Smith Cornish, ME

What doesn't make sense, Suserino, is what your weak excuse is for drooling all over your letter to us. (At least we think it's droo!!) – Ed.

On the first page of your "Beauty is the Beast" satire you show a rat holding a barf bag. It's a scientific fact that rats are unable to vomit! That is what makes them vulnerable to rat poison! Check any reference book or even Trivial Pursuit, where I first discovered this!

> Christopher Q. Comly Schenectady, NY

Chris - We've got news for you! We fed your letter to some rais and they haven't stopped barf-ing yet! Live and learn. – Ed.

SMOKE SCREAMS

In "New Cigarette Warning Labels You May Have Missed" (MAD #280), you said smoking causes Black Lung. It does not! Black Lung, more commonly known as Pneumonoultramicroscopicsilicovolcanocaniosis, is caused by repeated exposure to coal dust. Check your facts!

> Brian Katcher St. Peters, MO

Technically, you're correct. Smoking doesn't cause Black Lung in humans, however it does cause Pneumonoultramicroscopicsilicovolcan ocaniosis in rats who can't barf it up! Live and learn. - Ed.

At a recent trial, the ex-Chairman of American Brands (parent company of U.S. Tobacco) made a statement that there is no proof that smoking has caused anyone any harm. He failed to mention, however, that American Brands also owns the Franklin Life Insurance Company, and that Franklin Life charges smokers much higher rates for life insurance. If there is no proof that smoking has caused anyone any harm, why does Franklin Life charge smokers much higher rates for insurance?

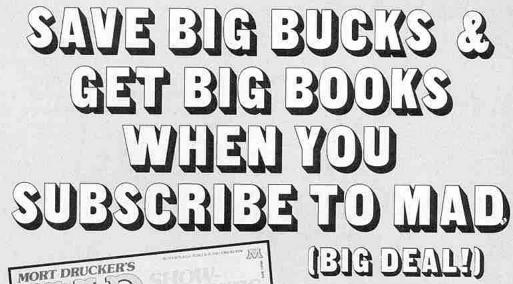
Tobacco companies continue to place profit over health. This life insurance discrepancy is at worst an embarrassment, and at best, proof of their knowledge that cigarettes are deadly.

Joseph W. Cherner New York, NY

Please Address All Correspondence To: MAD, Dept. 282, 485 MADison Avenue New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a shelf-addressed stamped envelope!

Editor's note: Now it can be revealed... "MAD's Plan For Improving Movie Theatres" (#280) was the idea of Steve Joseph. Fal





OFFER #1

WITH A 40 ISSUE SUBSCRIPTION **YOU SAVE** \$13.25

AND GET MORT DRUCKER'S "MAD SHOW-STOPPERS" BIG BOOK AND DICK BIG BOOK ABSOLUTELY FREE!!!

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ADDRESS

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- Ularclose \$28,75" Please send me the next 24 issues of MAD... PLUS MORT DRUCKER'S "MAD SHOWSTOPPERS" OR DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" (Please check one. Neatness counts!)
- I enclose \$11.75* Please send me the next 8 issues of MAD... Gaines knows what he can do with his lousy MAD big books?
- CHECK HERE IF RENEWAL
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ZIP_



STATE OF THE DESTINATION I'm Counselor Nirvana Floy, I'm Linoleum Wiper! Though I'm second in command, Captain Half human and half alien! Retard insists on calling me "Number One"! Then again, at I'm into psychic phenomena and ESP, which in my case breakfast this morning, he stands for Extra-Sensual-I'm Barf, a Klinkon! I may seem unattractive to you, but back ordered a V-9 Vegetable Juice! Proportions! I can't explain What can I say? The captain it, but I feel things no home I'm considered a hunk! In one else feels, especially the old, war-filled days, I'd is great at space exploration have been vicious and merciless, but lousy with numbers! in crowded elevators!

but now I'm a mere toadie taking orders from inferior Earthlings! Boy, give peace a chance and it will bust your chops!

BRIDGE

I'm Lt. Gorgy La Farce! This visual aid I'm wearing may make me look like an intergalactic Stevie Wonder, but it lets me detect images that conventional eyes can't see! While the others are looking for space freighters, I'm grooving on X-rated mutant flicks and "Star Wars" videos!

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



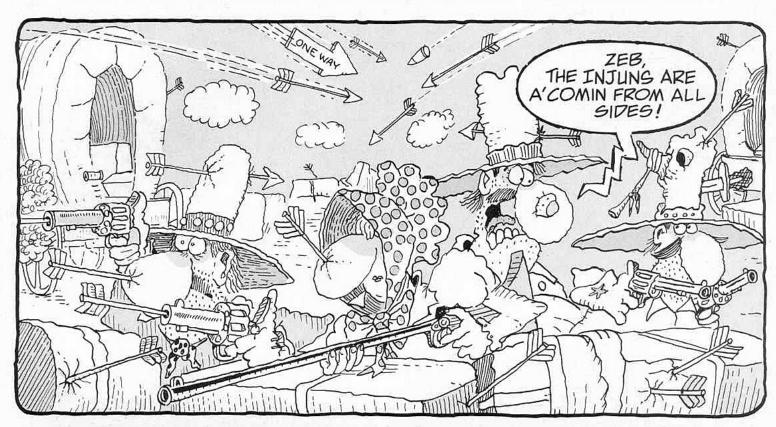


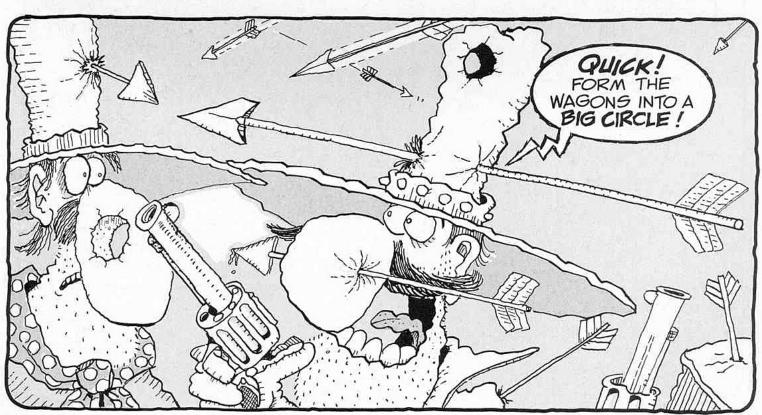


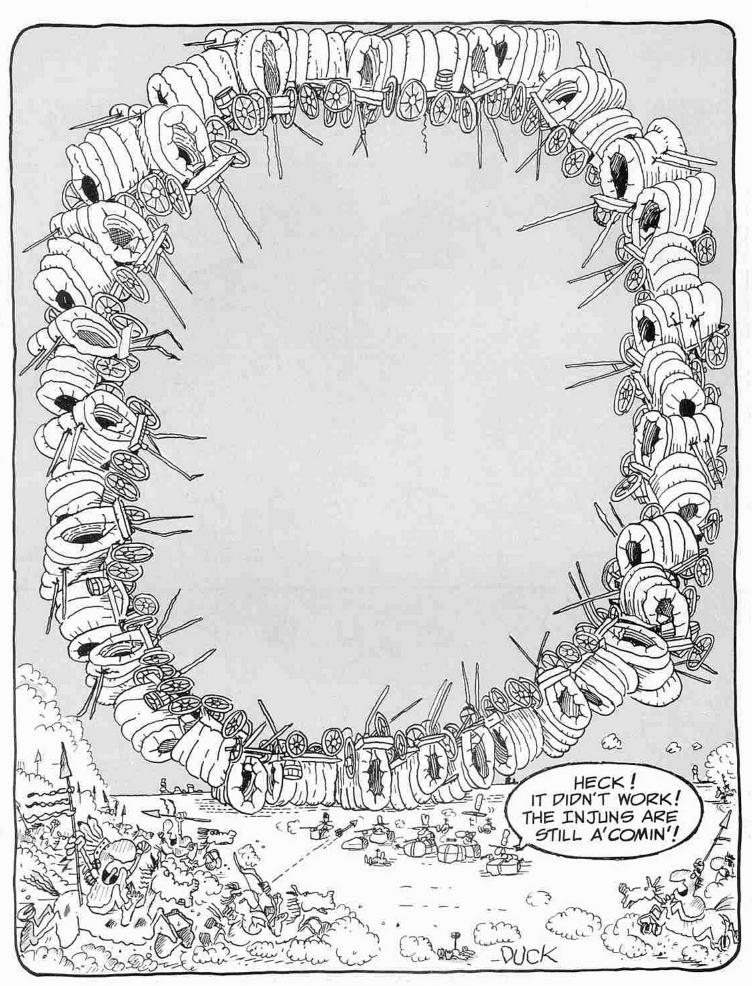




THE PERILOUS PIONEER PREDICAMENT







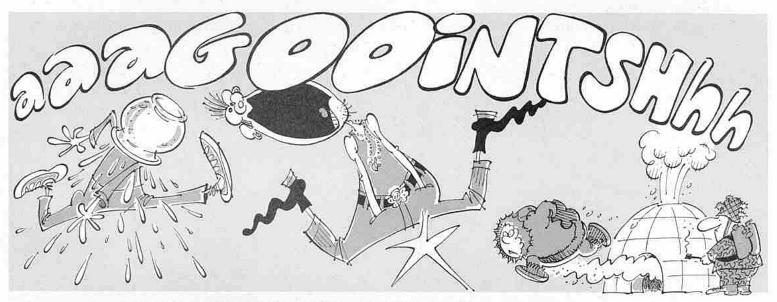
SCHTICK IT IN YOUR EAR DEPT.

And now, as a public service to all you would-be artists out there, MAD Magazine, in cooperation with the Famous Artists' School of Wammelsdorf, now proudly presents...



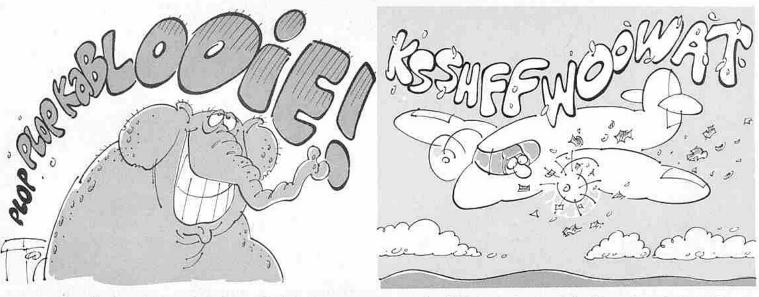
ARTIST: PAUL COKER

WRITER: DUCK EDWING



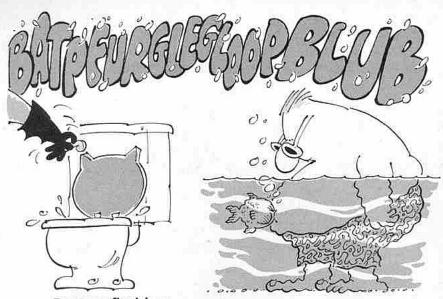
... someone sneezing with a spittoon over his head. ... a push button switchblade accidentally opening in a punk's front pocket.

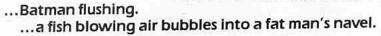
... someone using a flamethrower to flush an Eskimo from his igloo.



...an elephant experiencing relief.

...a skydiver getting caught in a plane's propeller.



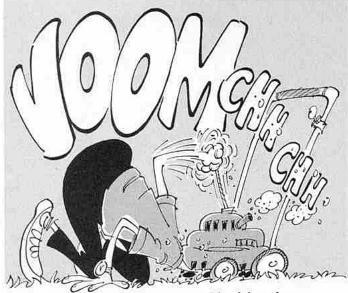




...a killer clam attacking a sunburnt octopus.



...a Ubangi deep-lipping an entire pizza with anchovies. ...Superman landing directly in doggie-doo. ...a fast zipper-upper catching himself on his denim fly.



...a guy sticking his head inside a lawn mower to see if he can get it started.



...a tennis player snagging on the net he tried to jump. ...a suicide jumper hitting the 9th floor flagpole.



...an Italian ship being christened with a pizza.



...an elderly crocodile gumming a frantic native.



...a Col. Sanders look-a-like visiting a chicken farm.
...a teenager accidentally knocking his radio into the bathtub.
...an apprentice tie salesman tying a Windsor knot for his first customer.



...a horsefly landing in a bowl of semi-cooled Jello.



...a man with three fingers cracking his knuckles. ...a doctor trying to jump-start a pacemaker.

ROCK TO THE FUTURE DEPT.

Because we're two pages short of material this issue, we're forced to run the following article, which wasn't supposed to run until April 2001, issue #382 of MAD...

HOT ALBUMS THE

ARTIST: RICK TULKA

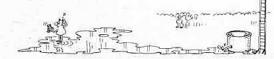
WRITER: RUSS COOPER

MONKEES 1999 — "THE REUNION REUNION CONCERT"

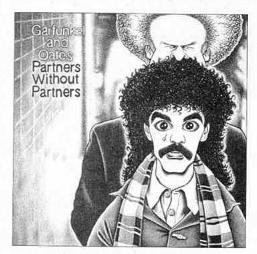


(Released 1999) After the surprising, unexplainable, success of the original Monkees Reunion Tour back in the 1980s, the group (minus Mike Nesmith) had a falling out over the proposed title of their new television series and so, once again, they went their separate ways. After fifteen years, though, another nostalgia craze swept the country, and

the band (minus Mike Nesmith) re-reformed (minus Davey Jones and Mickey Dolenz) for the Monkees Reunion Reunion Concert, with live, exciting performances by Peter Tork and Davy's tambourine. The music was still pretty goofy, but at least there were two fewer "musicians" playing it—and Pete was willing to sweep up after the shows.



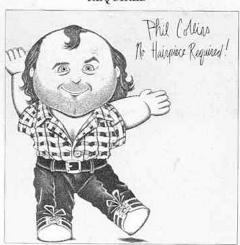
GARFUNKEL AND OATES — "PARTNERS WITHOUT PARTNERS"



(Released 1998) After years of continuing alone, and putting out an endless series of flop solo albums, both Art Garfunkel (formerly of Simon and Garfunkel) and John Oates (formerly of Hall and Oates) actually considered giving up the music business altogether. Then one fateful day they met at a PWP meeting (Partners Without Paychecks), and

decided to put their frizzy heads together and collaborate on a new album. Actually, neither of the two wrote, sang, or played any instruments on this release, so it didn't sell real well, but critics agreed that the album cover made a heck of a coaster.

PHIL COLLINS — "NO HAIRPIECE REQUIRED"



(Released 1997) Phil Collins has always been a mainstay of the music world, even though no one can name any of his songs or albums except "Sussudio" (a song he wrote, of course, in his stustudio). This album was more of the same, but it's notable for being his last album before he retired and became a Cabbage Patch Doll.

THE BEATLES PLAID ALBUM



(Released 1992) This was actually the same album released in 1968 (then known as the "White Album"), and it sold quite well through the years; but when Capitol Records was taken over by Ted Turner's great-grandson, he decided to increase sales. So he had it colorized.

1990°S...A LOOK BACK



PINK FLOYD —
"DARK SIDE OF UNEMPLOYMENT"

(Released 1999) Despite the loss of founding member Roger Waters, and most of the original group, the remaining members and their descendants continued to cash in on the group's past successes with this epic 4-record set. While it didn't contain any of the trademark musicianship, artistic experimentation or creative integrity of the early days, it did have "Pink Floyd" printed on it in real big letters.

OSMONDS — "THE BREEDING CONTINUES"

(Released 1998) Musical fads come and go, but one thing never changes in the world of popular music—Osmond spawning. Yes, the family that began with Donny and Marie continues to multiply, with just over 437 generations of married Osmonds (at last count). And that made 1998 a



bumper crop year for Osmond reproduction and album releases. While no Osmond record ever gets a good review, they are still considered one of the safest financial risks in the music business, because of their incredibly huge and loyal built-in record buying audience—namely, their relatives.



APOLLONIA, VANITY, AND SHEILA E. — "LOS BIMBOS"

(Released 1992) Former protégés of rock star Prince, these three girls decided to produce and record an album on their own, to show that they were talented individual musicians, and not just sleazy sex puppets for Prince. While nobody bought their album for the music, the album cover itself topped the charts for over 10 years.



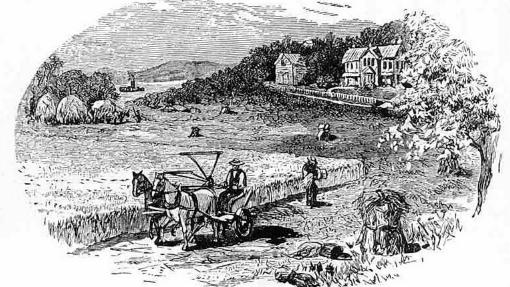
OZZY VAN ZZ LED DEAD DEF ZEPPARD BON WHITESNAKE

(Released 1992) Responding to criticism that all heavy metal bands look and sound the same, all of them got together on this album, hoping their respective differences and individual talents would be uniquely showcased. The album sold well but, unfortunately, none of them could return to their original groups, because no one could tell who belonged to what band.



By Chic Glitz Dean of Words

We're looking for people who are looking for a course on how to write children's books.



Home of the Home Study Institute for the Discovery of Hidden Talents in the Field of Writing Children's Books deep in the Connecticut woods. The Institute is located in a dilapidated shack behind this Victorian mansion.

ECENT GOVERNMENT FIG-URES INDICATE there's now a better than 50/50 chance that everyone reading this ad was once a child. That means you've already done all the necessary research needed to create a child's book. Now all you have to do is write one!

Writing children's books is as easy as A, B, 3! Kids don't know from grammar, punctuation and style. To them, a book is just a string of words on pages. You don't have to use big words or know how to spell correctly!

Important details

Of course, there are fine points to be learned before writing children's books. Should you submit your story in crayon on white paper or type it on a brown paper bag? Who should you submit it to? General Motors or a book publisher? Should your book be illustrated, or maybe have drawn pictures?

That's where we come in. We're the Home Study Institute for the Discovery of Hidden Talents in the Field of Writing Children's Books. We're listed in the Guinness Book of World Records as the learning institution with the longest name! What better reference is there than that?

Lingering doubts?

You may still ask yourself: Am I qualified to be a writer? If you can write a check in the amount of \$350—and the bank is so moved by your writing that they pay the amount of the check to us, then you're qualified!

After receiving Lesson One, "How to Sharpen a Pencil," you will be able to say to your friends, "Hey, I'm a writer"! Then, we will send you (at additional cost, of course) your own business card that says: WRITER. If you so desire, you can add other information like your name, address and phone number, also at an additional cost.

Learn writing "tricks"

Above all, we'll teach you to be original and avoid common clichés, which is easy as pie! We pledge the grass won't be greener on the other side of the fence any more for you! But, since even the longest journey starts with one step and today is the first day of the rest of your life, remember: He who hesitates is lost! Fill out and mail in the attached coupon now!

If you want to start on the fabulous road to becoming a famous author EVEN FASTER and earn big bucks to help pay off the charges we'll put on your credit card, then call 1-800-WRITER this second and give us your VISA, MASTERCARD or AMERICAN EXPRESS number. SPECIAL OFFER: Give us all three credit card numbers and learn three times faster!

Satisfied students

Here are some comments from our graduates:

"I could hardly believe it when I opened the publisher's envelope and a check fell out! My first sale after mailing out 6,735 submissions! I'll be taking a break from my writing now to decide how to spend my \$5 check!!"

—N.M., Poor, NM

"I used to waste valuable time doing nothing. But now, thanks to the Institute, I now waste valuable time writing unpublished kid's books!"—J.W., Skank, OR

"The Home Study Institute for the discovery of Hidden Talents in the Field of Writing Children's Books is the best course in the entire world! I never, ever thought I'd be paid for my writing, but I just got my first check for writing this favorable quote for them to use in their ad!!!"—D.D., Boatbasin, NY

Don't think, do it!

Our course will get you started on the road to becoming an author of children's books, or children's stories, or maybe just a single children's word. We GUARAN-TEE you that after taking the course no more than five times, you will definitely be published, or at the very least, xeroxed!

The Home Study	Institute for the Discovery of Hidden Talen	ts
	ing Children's Books	0.0
11 Verb Place No		

State

Dear Mr. Glitz: Enclosed is my check for \$350, which covers EVERY-THING you can think of for the moment. But being extremely creative, I know I can expect many future charges. I understand that once my check clears, I am under no obligation whatsoever to even open my studyat-home course.

Mr.	Mrs.	Ms.	Miss
T. WY .	AVAL S.	1,19.	141133

Please circle one and print name clearly		
Street		
City		

WRITER: DICK DEBARTOLO

Zip

ALONG THE SNIDE LINES DEPT.

Over the years, we here at MAD have discovered that nastiness is actually therapeutic. There's just something about hurling insults at self-satisfied celebrities and foolish fads that soothes the heart and cleanses the soul. No wonder we gleefully look forward to this dangerous moment when we relieve ourselves (mentally, that is) by spewing out...

Che MAD CHASSIT FILE ARTIST: GERRY GERSTEN WRITER: TOM KOCH



HULK HOGAN



- ...enables us to show the Iranians that our country can produce raving lunatics, too.
- ...markets a Hulk Hogan Doll that's an exact replica of himself except it's smarter.
- ...made wrestling his career because he was afraid to take his chances in a competitive sport.

DAVID LETTERMAN



- ...avoids putting viewers to sleep by coming on the air after they're already asleep.
- ...may be the funniest man to come from Indianapolis since John Dillinger.
- ...smokes big, smelly cigars, but relies chiefly on his personality to drive people away.

"60 MINUTES"



- ...voices strong suspicions of anyone who isn't eager to be humiliated on camera by Mike Wallace.
- ...enabled Andy Rooney to progress all the way from "cute and cuddly" to "repetitious and boring."
- ...proved conclusively just how low they can sink when they ran a 13 ½-minute segment on MAD.

BRUCE WILLIS



- ...has topped such notable actors as Sir Laurence Olivier, who never got arrested even once for throwing a loud Hollywood party.
- ...wears his hair mussed up so fans won't notice that his entire head is becoming one large bald spot.
- ...was hired to endorse wine coolers because he has the personality of Bartles and Jaymes and the looks of Spuds MacKenzie.

DR. RUTH WESTHEIMER



- ...became a sex expert by remaining short enough to peek through keyholes without being noticed.
- ...gets away with making X-rated suggestions because it's obvious that no man will ever take her up on them.
- ...is the first woman to make big money from sex without standing on a street corner whistling at sailors.

BOB UECKER



- ...should be a funnier comedian than Rodney Dangerfield because he has a lot more reasons for getting no respect.
- ...needs to memorize only 800 more pointless sports stories to become as entertaining as Joe Garagiola.
- ...batted .203 in the National League, and a lot lower than that in his own situation comedy.

NUTRASWEET



- ...provides as much sweetening as a teaspoonful of sugar for the same price as five pounds of sugar.
- ...enables you to stop putting unhealthy sugar in your system by replacing it with wholesome aspartame and silicon dioxide.
- ...claims it's 100% natural, but so is arsenic.

PAT SAJAK



- ...is the only person in show business who is consistently upstaged by a woman who never says anything.
- ... has already achieved immortality by becoming the patron saint of nerds.
- ... has such electricity he makes Orville Redenbacher look wild by comparison.

JAY LENO

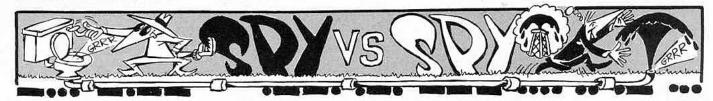


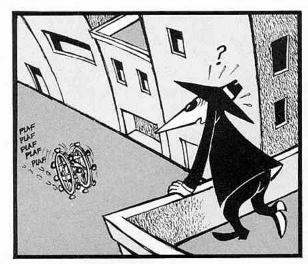
- ...owes his unusual jaw structure to an orthodontist who made him wear a horseshoe as a retainer brace.
- ...is especially well received in comedy clubs, where the drunks make so much noise that nobody can hear his jokes.
- ...was Johnny Carson's choice as a vacation replacement because of his knack for making viewers overjoyed to see Johnny return.

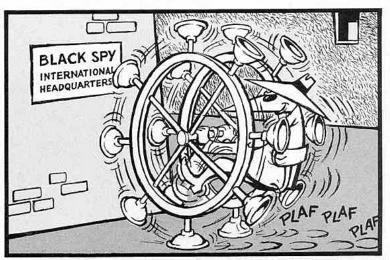
SHELLEY LONG

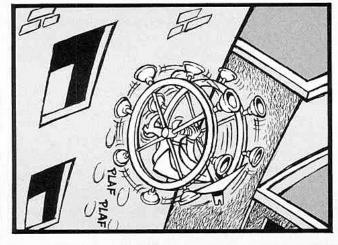


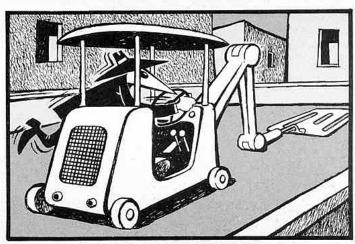
- ...is the only person in Hollywood who could have made Ted Danson look like a great actor by comparison.
- ...reminds many high school drop-outs of the teacher who inspired them to drop out.
- ...retired from TV on her proceeds from "Cheers," collected mostly from other cast members who bribed her to quit.

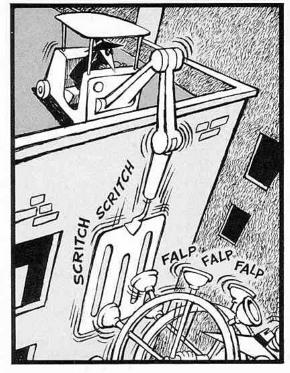














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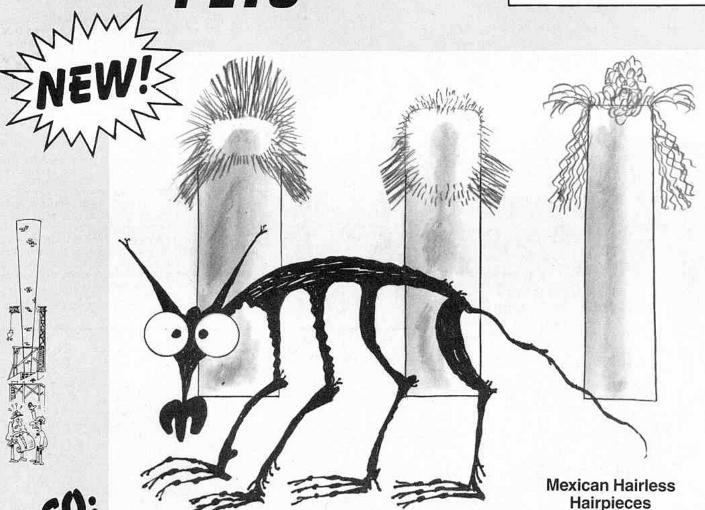
58

For The Pet That Has Everything And Wants More®

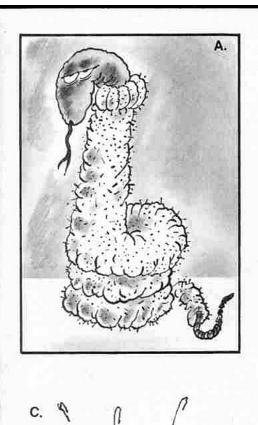
PPP INDUSTRIES

GIFT CATALOG FOR SPOILED ROTTEN PETS

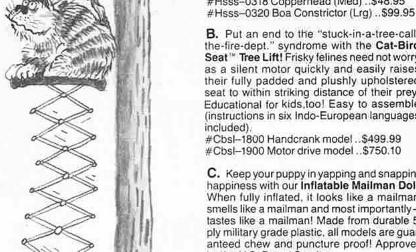




Polka Dot Warm-up Suits for Dalmations...Imported Ten-Speed Gerbil Treadmills...Trained Flea Circus Sets for Puppies...Whirlpool Birdbath Accessories







A. Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our Snake Warm-Up Sweaters! Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle innertubes, each sweater provides a snug, bodyhugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.

#Hsss-0316 Asp (Sm) ..\$24.95 #Hsss-0318 Copperhead (Med) ..\$48.95

B. Put an end to the "stuck-in-a-tree-callthe-fire-dept." syndrome with the Cat-Bird Seat™ Tree Lift! Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids,too! Easy to assemble (instructions in six Indo-European languages

#Cbsl-1800 Handcrank model .. \$499.99 #Cbsl-1900 Motor drive model ..\$750.10

C. Keep your puppy in yapping and snapping happiness with our Inflatable Mailman Doll! When fully inflated, it looks like a mailman, smells like a mailman and most importantly tastes like a mailman! Made from durable 5ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service.

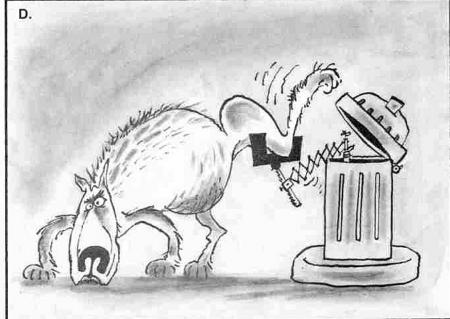
#Pfft-0022 mailman ..\$48.95 Also available:

#Pfft-2505 newspaper boy ..\$48.95 #Pfft-7825 meter reader .. \$48.95 #Pfft-4910 Jehovah's Witness . .\$48.95

D. At last, real relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant**. At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or dayglo yellow. Never needs oiling!

#PP-1314 ..\$125.75





E. Attention, water-shy sport dog owners! Now your beloved setters and retrievers can point without getting their paws muddy and wet with our Portable Pointers™ Hunting Set! No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.

#Dcoy-1010 Waterfowl ..\$79.99 #Bamb-1212 Small game ..\$89.99 #Xcon-1414 Prison Escapees .. \$99.99

F. Bone of the Month Club—Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:

Imported Himalayan Yak Bones Feb: Choice Selection of Bullfight Losers Glorious Bouquet of Spring Bones Mar: Apr: Hickory-smoked Ham Bones May: Bones of All Nations

June & Summer Special Assortment of Bone Jams and Jellies July: Aug: Succulent Ostrich Leg Bone Supreme Bone Meal à la Pekinese Septi

Six-Year-Old Aged-in-Dirt Oct:

Marrow Bone

Vermont Turkey Dinner Leftovers Nov: Holiday Cheer Moose and Elk Dec: Bone Feast

#Woof-2020 Choice of any six months ..\$150.00

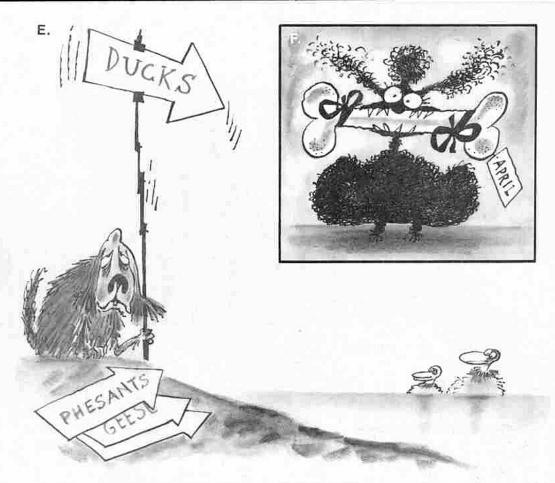
#Woof-2121 Full Year .. \$299.99 #Woof-4032 Ten-Year Order ..\$1,999.99

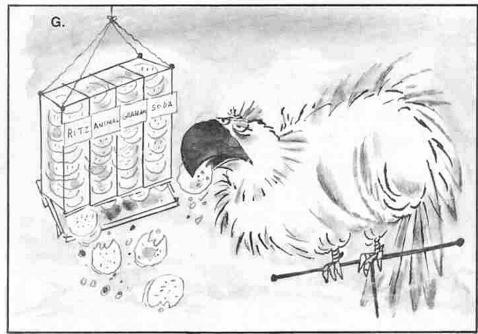
G. Give polly a break with our Automatic Cracker Dispenser! Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.

#Ritz-1876 Empty dispenser .. \$34.95 #Ritz-1928 Cracker Fillers ..\$15.95 ea. (specify Ritz, soda, graham or animal)

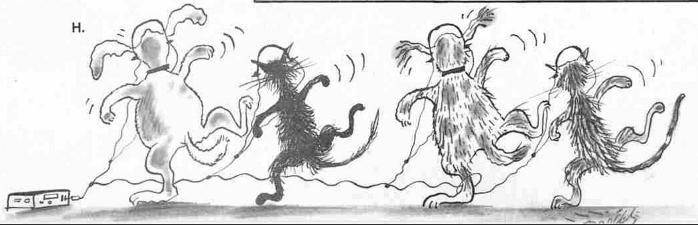
H. Keep your spoiled rotten pets trim and in shape with the Jane Fonda Pet Workout Tapes! Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping Jacks, pushups and tail wagging sections.

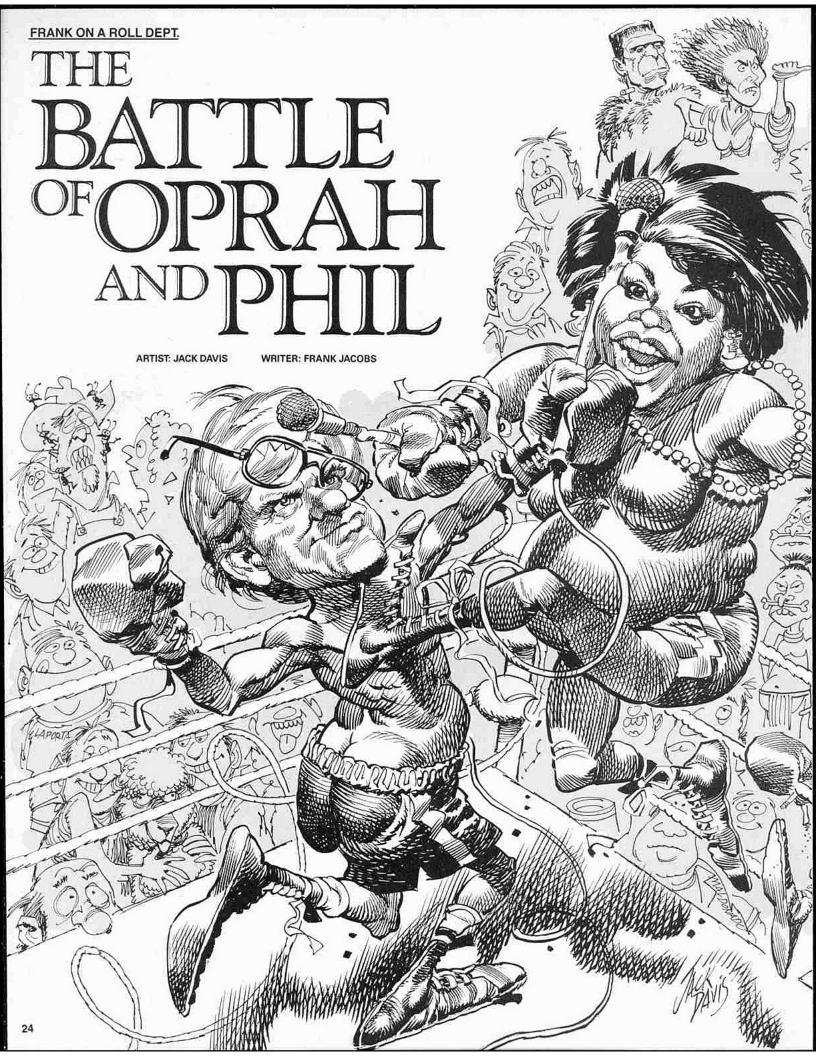
#Pant-8804 Dogs ..\$19.95 #Psss-8804 Cats ..\$19,95 #Twee-8804 Budgles .. \$19.95 #Glub-8804 Goldfish ..\$19.95 #Gaag-8804 Ferrets ..\$19.95





23







The stars that you see ev'ry day on TV May provide an occasional thrill, But the zaniest pair that you'll find on the air Are the gabby ones, Oprah and Phil.

It was Donahue first who came on with a burst, Though, back then, competition was nil; Even so, it was clear from his very first year That great fortune was waiting for Phil.

Any day you might see a condemned maître d' Or a lost tribe of dwarfs from Brazil; Soon acclaimed on both coasts as the lord of the hosts Was the afternoon wonder called Phil.

Through his drive to succeed, it was mainly agreed There was no one to rival his skill; And yet someone came, Oprah Winfrey by name, With one aim, to do battle with Phil.

She could fill up a screen like no emcee you've seen, And her mouth very seldom was still; Like a geyser she'd gush, turning hearts into mush, Which, of course, was distressing to Phil.

He was taken aback by her fearless attack, As if pierced by a porcupine's quill; And his ratings did slip as they fought lip to lip In the Battle of Oprah and Phil.

Now it's war ev'ry day as they prattle away For the right to be king of the hill; Almost anything goes on their loony-tune shows In the Battle of Oprah and Phil.

You will hear from MDs who are curing disease With an ancient Peruvian pill, Or two brothers who sleep with a born-again sheep When you tune in to Oprah or Phil.

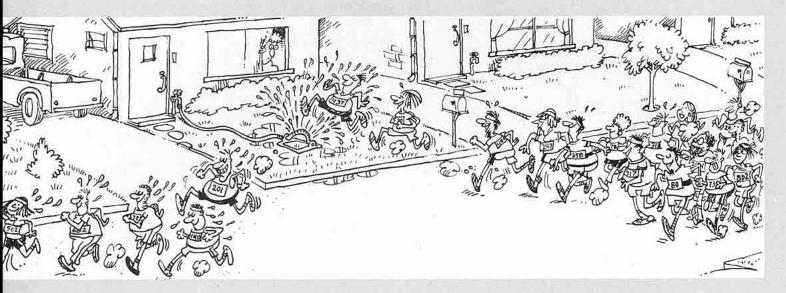
Hear a housewife who swears Satan lives 'neath her stairs; See a Jack now rebuilt as a Jill; Meet a farmer who chants while he's tortured by ants; They're all yakking with Oprah or Phil.

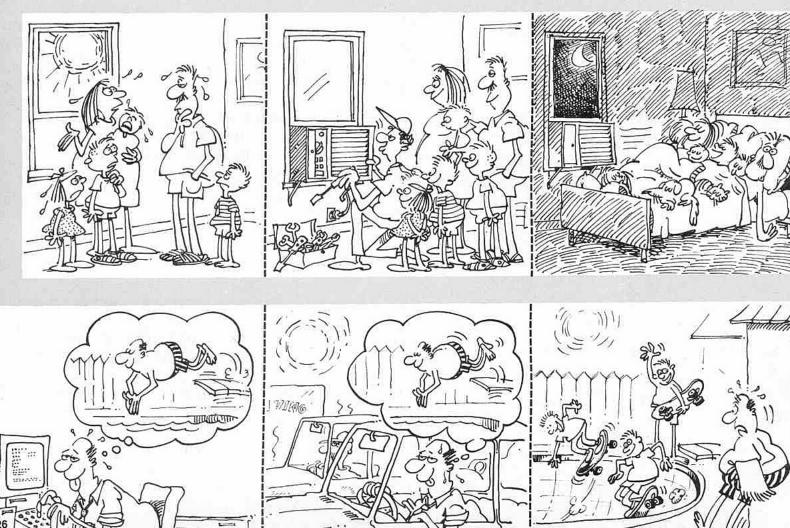
Full of fury they fight, with their tongues at full might, Each one hoping the other to kill; Let us pray both succeed; only then we'll be freed From the Battle of Oprah and Phil!



SERGE-IN GENERAL DEPT.

A AWAD STAY





ING COOL

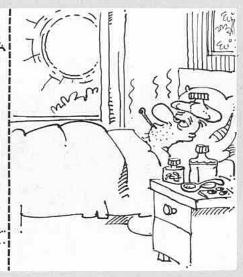




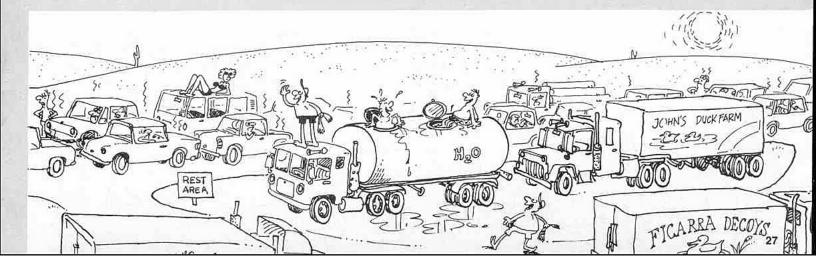


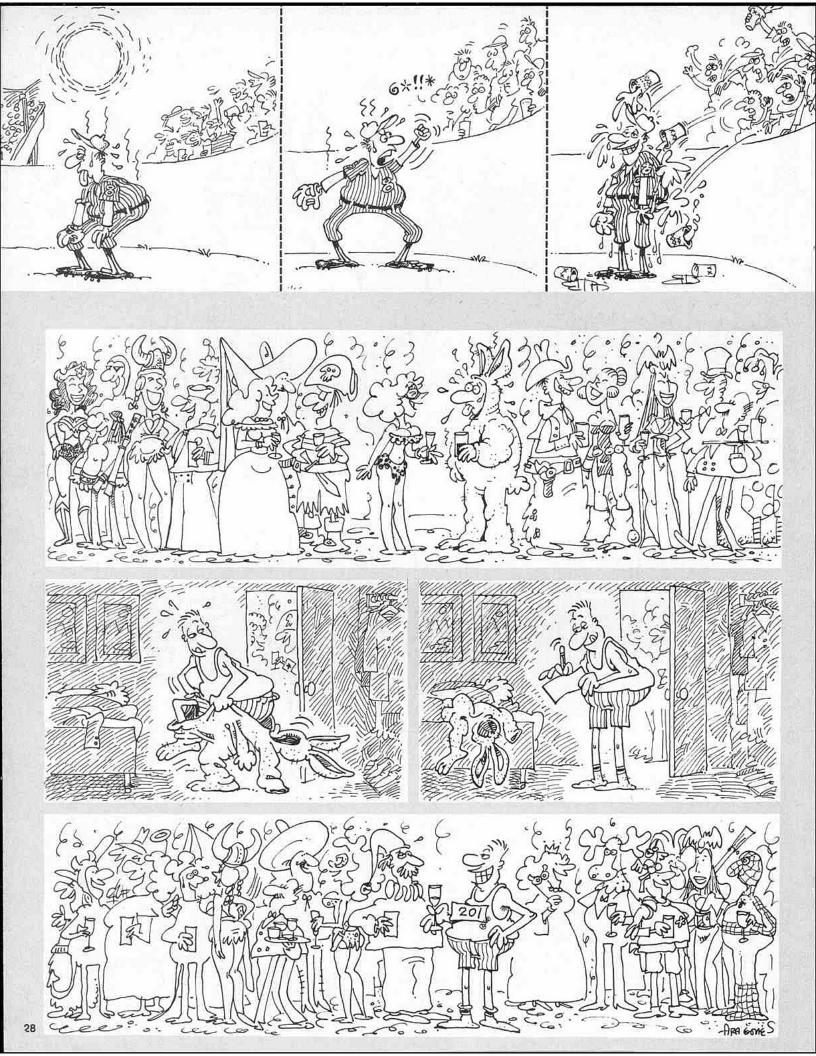


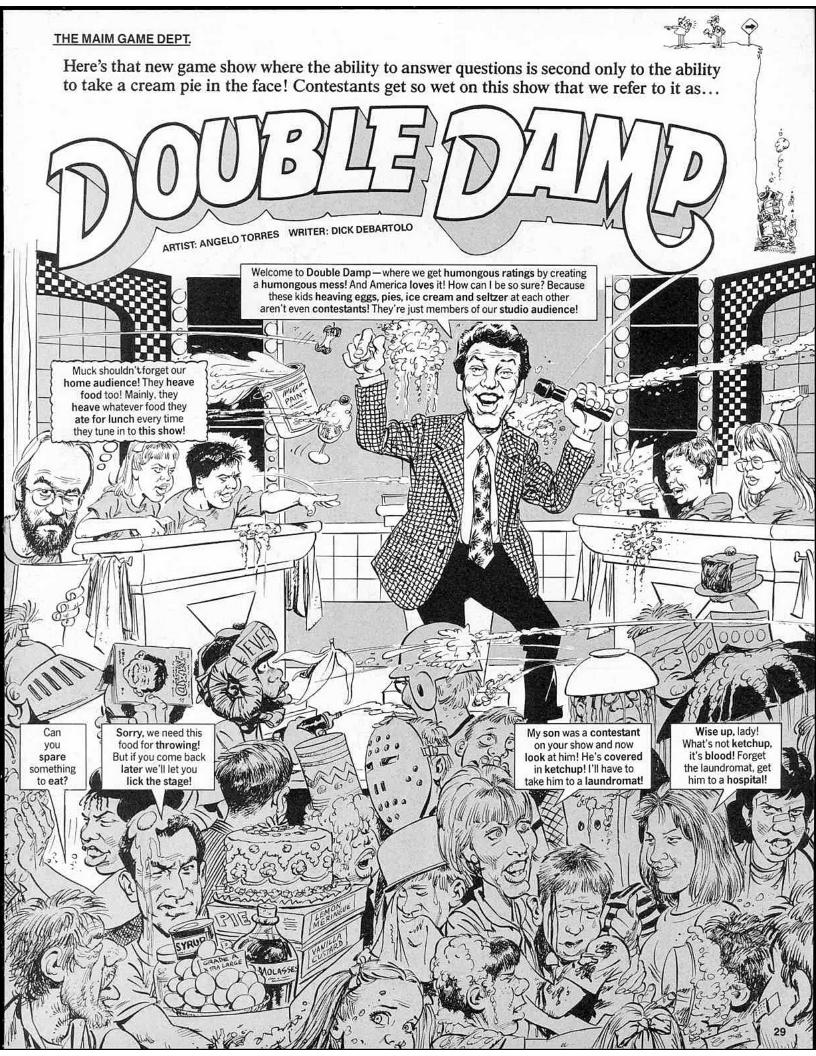


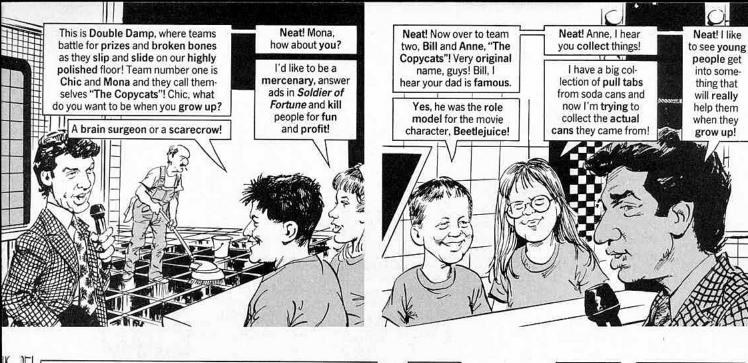


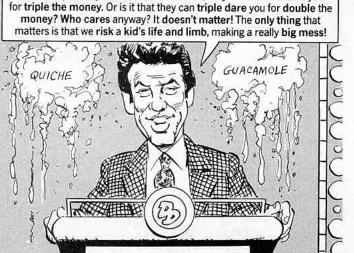
ARTIST AND WRITER: SERGIO ARAGONES









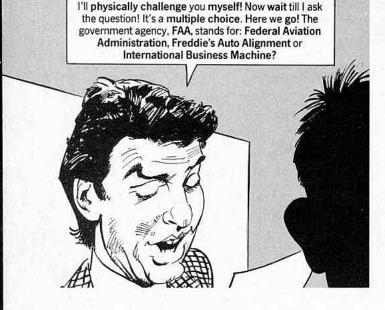


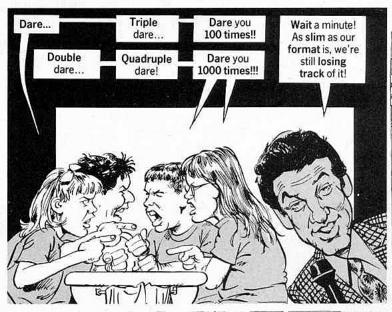
Here's how I think we play our game. I ask you a question. If you don't

know the answer you can dare the other team to answer it for double

the money. If they don't know the answer, they can double dare you

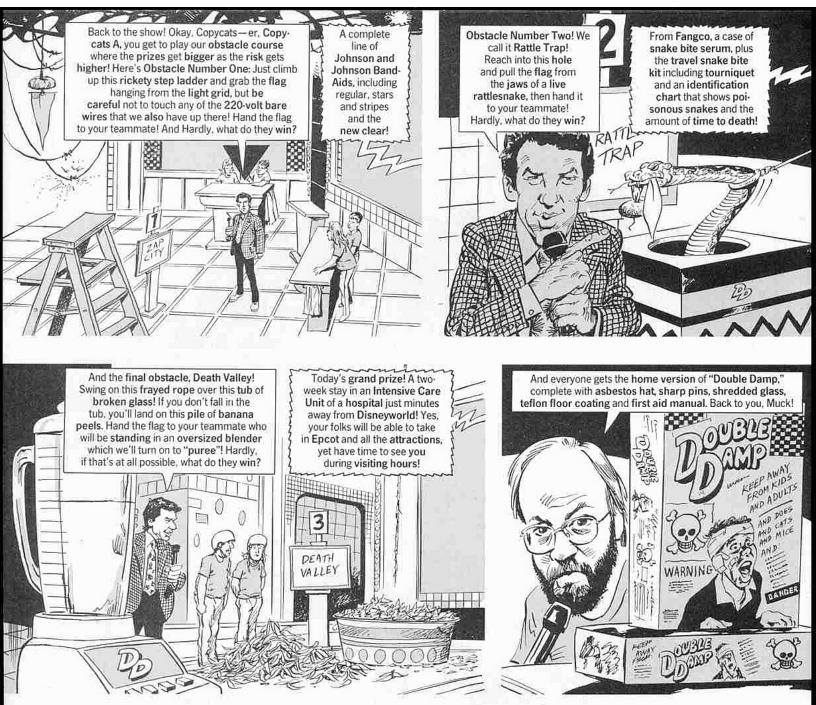


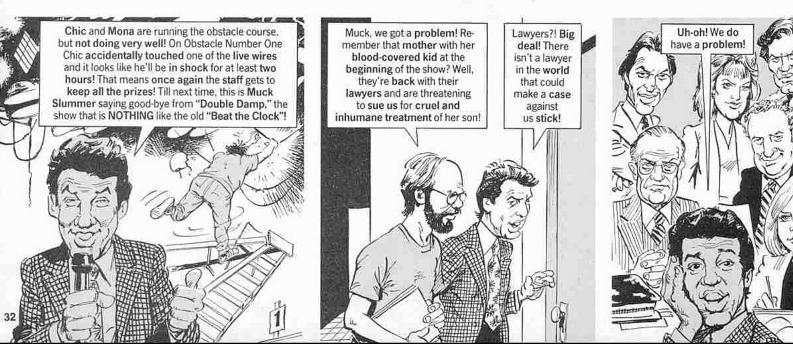




MARKET







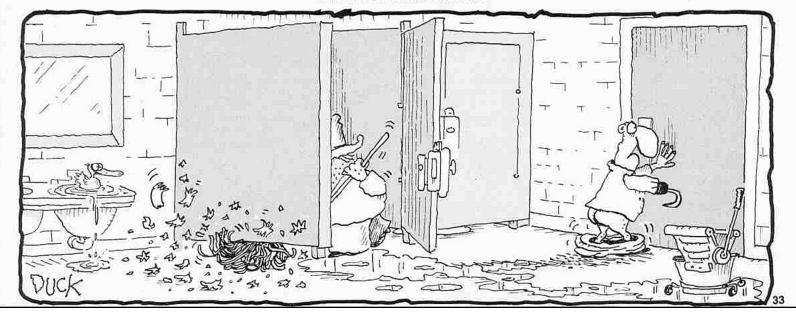
TALES FROM THE DUCK SIDE DEPT.

THE TERRIBLE TOILET TRAUMA





ARTIST AND WRITER: DUCK EDWING



CATCHING THEM OFF GOD DEPT.

To Fundamentalist zealots, some sins are a lot worse than others. Apparently, some sins

THE MAD "FORGIVABLE" AND



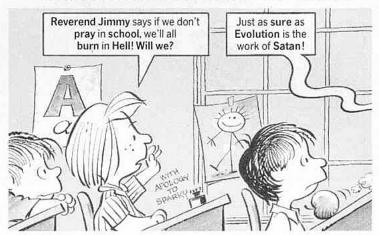
(According to Certain

ARTIST: MORT DRUCKER

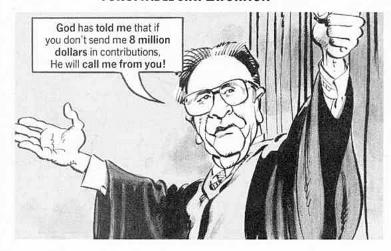
FORGIVABLE SIN: PATRONIZING A PROSTITUTE



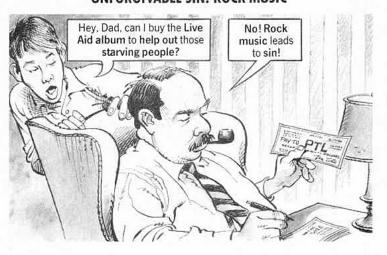
UNFORGIVABLE SIN: NOT ALLOWING SCHOOL PRAYER



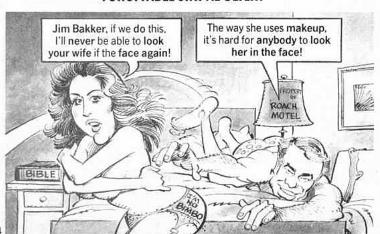
FORGIVABLE SIN: EXTORTION



UNFORGIVABLE SIN: ROCK MUSIC



FORGIVABLE SIN: ADULTERY



UNFORGIVABLE SIN: FREEDOM TO CHOOSE ABORTION



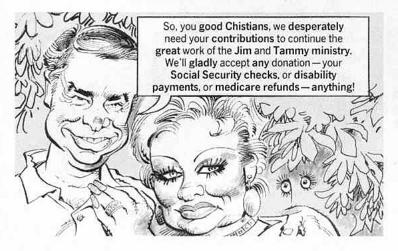
are forgivable and others are unforgivable. To make it clear which is which, we present

"UNFORGIVABLE" SINS

Fundamentalists)

WRITER: STAN HART

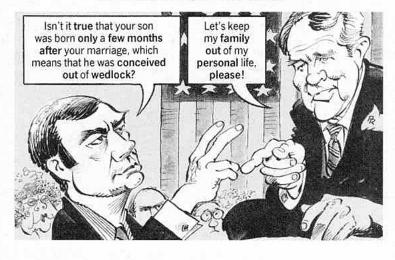
FORGIVABLE SIN: GREED



UNFORGIVABLE SIN: HAVING DIFFERENT BELIEFS



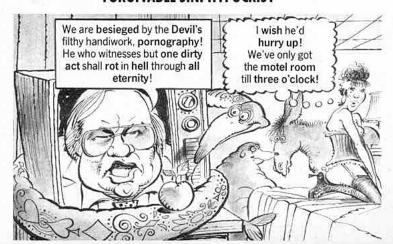
FORGIVABLE SIN: FORNICATION



UNFORGIVABLE SIN: TEEN-AGE NECKING



FORGIVABLE SIN: HYPOCRISY



UNFORGIVABLE SIN: READING MARK TWAIN, WALT WHITMAN, DICK AND JANE OR THE WIZARD OF OZ.



CARS



BERG'S-EYE VIEW DEPT.

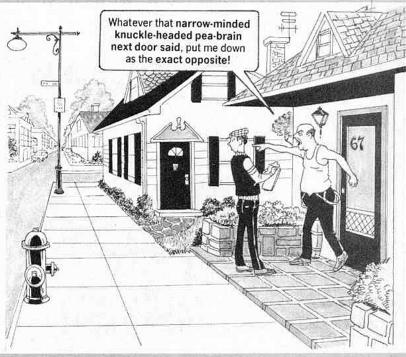
THELIGHTE

JUSTICE



OPINIONS





RSIDEOK...

ARTIST & WRITER: DAVE BERG

EMERGENCIES







SCHOOL

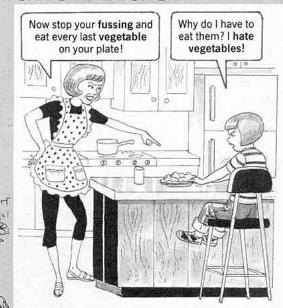


MODERN EMPLOYMENT





GROWING UP



RELATIONSHIPS



TOYS



INFLATION







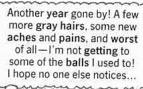
It's the first time I forgot to bring my credit cards!

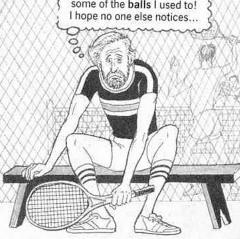


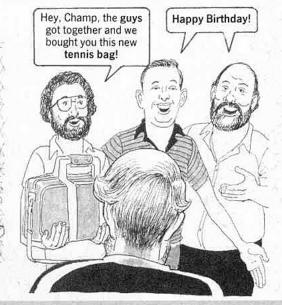


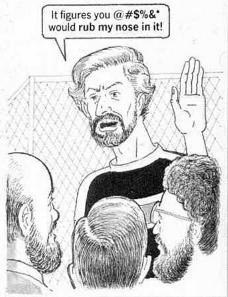


BIRTHDAYS







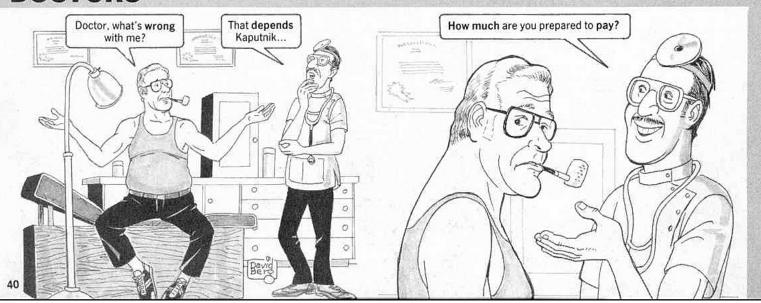


DINNER





DOCTORS



A NIGHT AT THE OPERATIVES DEPT.

After the Iran-Contra scandal, many people were wondering just what the heck was going on in our Intelligence Agency. One thing's for certain, it wasn't intelligent Intelligence! You'll see as

MAD VISITS THE CLASSIAN CLASSIAN

THE LLIGENCE AGENCY.

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

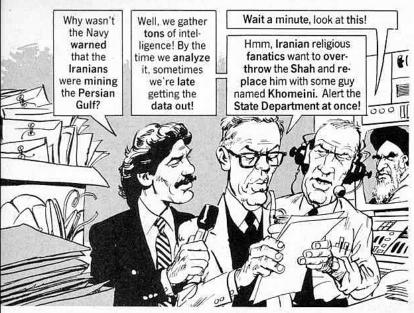
I'm Geraldope Ravera! Who better to tear away the curtain of secrecy that surrounds our intelligence community than me—the same man who uncovered Al Capone's empty deposit bottles in front of millions on national TV!

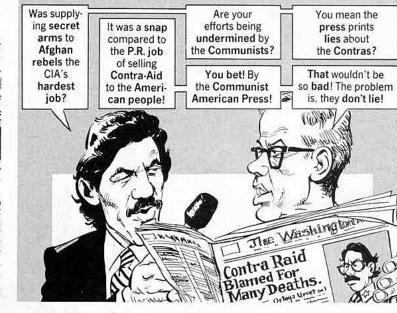
Sir, isn't it ironic that with a motto like this, the CIA constantly lies to Congress, the President and the American people?!?

That's only part of our motto! The sign painter left out a line! It's supposed to say, "except for Congress, the President and the American people!"

Why wasn't President Reagan told that Ollie North was trading arms for hostages with Iranian terrorists?!? We're spies, not finks! Besides, we have a long and proud tradition of telling Presidents only what they want to hear! LBJ went to that big White House in the sky believing that we won the Viet Nam War! And the Gipper leaves the Oval Office thinking the Marines won in Beirut! Come to think of it, maybe our motto should be "And we shall know the truth, though we're not necessarily going to tell it to you!"

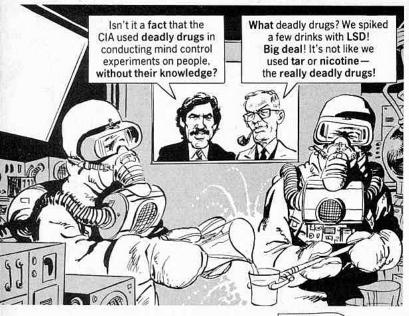


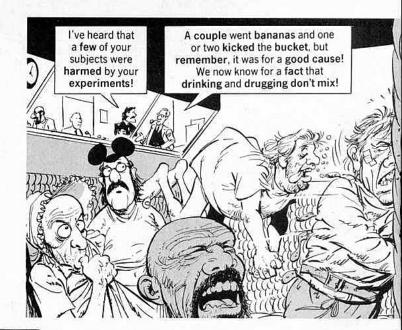
















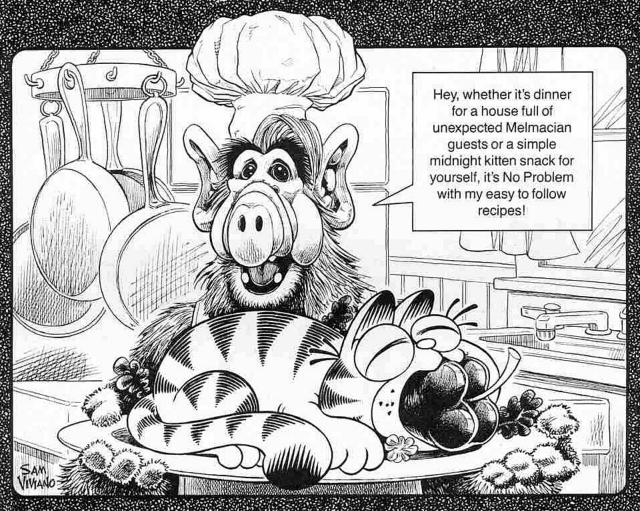






Special Gournet Supplement

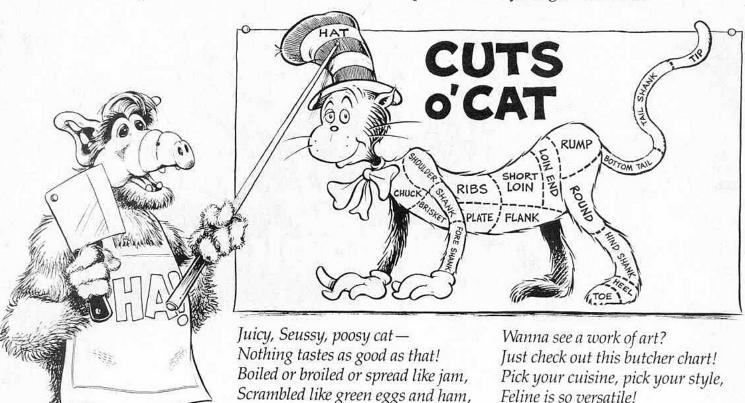
Celebrity Cat



FIDIOUS FOILS FOR SH

from America's Leading Cat Gourmet!

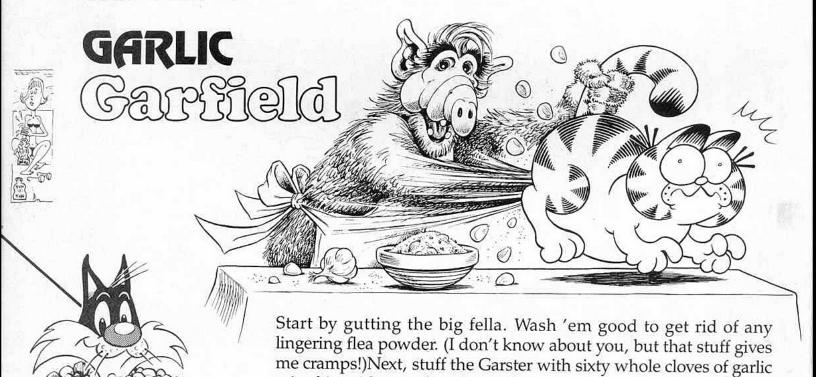
Hey, thanks for buying the ole Alfer's cookbook! Since most of you have only dreamed about savoring a nice, plump, succulent kitty, I thought I'd start by reciting a little ditty on cat anatomy that was a favorite of mine as an impressionable young Melmacian!



No problem in a vat of fat,

Just so long as it's pure cat!

Pick your cuisine, pick your style, Feline is so versatile! Melmac ground or chopped for stew... Any cut of cat will do!



mixed in with your favorite stuffing. (I recommend Siamese Stovetop Brand Stuffing.) Bake in a 350° oven for about two hours or until

his tail and ear-tips turn golden brown. This dish is the cat's meow!

Ha! Get it? The cat's meow! Sometimes, I just kill myself!

SYLVESTER

see page 119.

and SUCCATASH

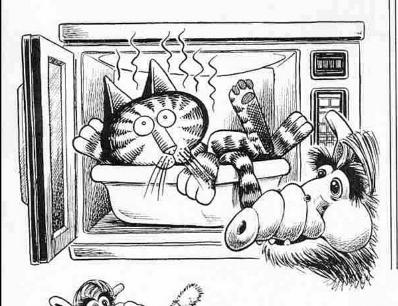
Whether you're eating a well-prepared Tabby, chocolate cake or left-over linoleum tiles, everything always tastes better when it's smothered in Cat-sup! Yeah! Especially when it's my homemade kind...

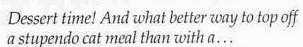
Felix the CAT-SUP

Just throw a couple of tomatoes, a basil leaf and Felix in the food processor and let it whiz on high. Within minutes you'll have the purr-fect topping for any dish!



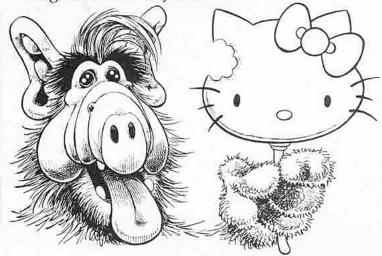
Here's a quick dish that's a big favorite among Melmacians who work part-time. Start by cutting the cat into several parts. Be sure to save any fur that falls out! It makes great soup! Season with a pinch of catnip and surround it with some potatoes and vegetables. Then nuke this baby in the microwave for 17 minutes. (Less if the cat was spayed.) Umm, umm, umm! Ya know, on earth, gluttony is a sin. But on Melmac, it's a gift!





CARMELIZED HELLO KITTY HEAD-ON-A-STICK

Lop off Hello Kitty's head. You can toss out the body. There's so little meat on it, it's not worth saving for stew. Bake in a pre-heated oven for about 10 minutes or until the Kitty's whiskers start to shrivel. Let it cool, then jab in a stick, dip the whole thing in hot melted caramel and that's it! Back on Melmac, kids love these, especially during those long, hot summer years!



REMEMBER! The best thing about all my recipes is that there's never any cleanup! Just do what I do and leave the dirty dishes for somebody else to wash! Ha! What a great idea! I tell ya, I'm a culinary genius!

MAD'S INDEX

WRITERS: MIKE SNIDER AND FRANK JACOBS

A potpourri of unrelated, page filling facts 'n figures bearing no resemblance to the sort of similar index in Harper's (the magazine we ripped-off this idea from)!



Average life expectancy (in seconds) of an enemy soldier in a Chuck Norris film : 4 Number of men who have written letters proposing marriage to Vanna White : 3,506

To Pat Sajak: 244

Difference, in laughs-per-minute, between NBC's "227" and the Iran-Iraq War : 0

Age most people stop believing in Santa Claus: 8

In politicians: 7

In Geraldo Rivera: 5

Number of chemical elements in the universe: 104

In a glass of New Jersey tap water: 98

Chance average male has of picking up hot-to-trot bimbo in singles bar : 1 in 14

Of picking up disturbing rash: 1 in 6

Number of "Yuppie-dramas" now being developed by the 3 major networks: thirtysomething Number of days into baseball season before Cleveland Indians are written off as pennant contenders: 5

Average powder base (in inches) on Aspen ski slope: 17

On Tammy Bakker: 1/4

Percentage of insomniacs who nightly fall asleep by taking sleeping pills: 31

By watching Fox Network shows : 47

Number of months in the year 1987: 12

In 1988: 12

Number of "w"s in the word "Israeli": 0

When Tom Brokaw pronounces it : 2

Salary of the average Pro Wrestler: \$47,500/yr.

If Pro Wrestling didn't exist: \$3.35/hr.

Number of Monopoly games started in 1987 but never played to completion: 1,852,799

Number of things that annoy Andy Rooney: 2,000,000

Number of people annoyed by Andy Rooney : 23,000,000

Average miles per gallon you can expect if a car maker's ad says "39 mph, city": 23

Number of people who aren't doctors, but play them on TV: 57

Who aren't doctors, but play them in our nation's hospitals : 5,820

Number of Supreme Court Justices who wear nothing under their robes: 4

Water content of average "all natural" citrus fruit drink: 89%

Of average cup of beer sold at any baseball stadium: 89%

Number of people in the history of air travel who have been able

to get a \$99 Maxsaver fare to the coast: 2

Restrictions for that fare : 237

Percentage of the public who understand the new tax code: 11%

Percentage of accountants who understand it : 9%

Percentage of IRS employees who understand it : 6%

Number of people who work for the government: about half

Number of Americans who believe any of the statistics on this page are accurate: 2,487,644

Who believe TV Evangelists are trustworthy: 2,487,644

WHAT HURDLE
MUST ALL
OLYMPIC ATHLETES
PASS AS THEY
GO FOR THE
GOLD?

HERE WE GO AGAIN WITH ANOTHER WAD FOLD-IN

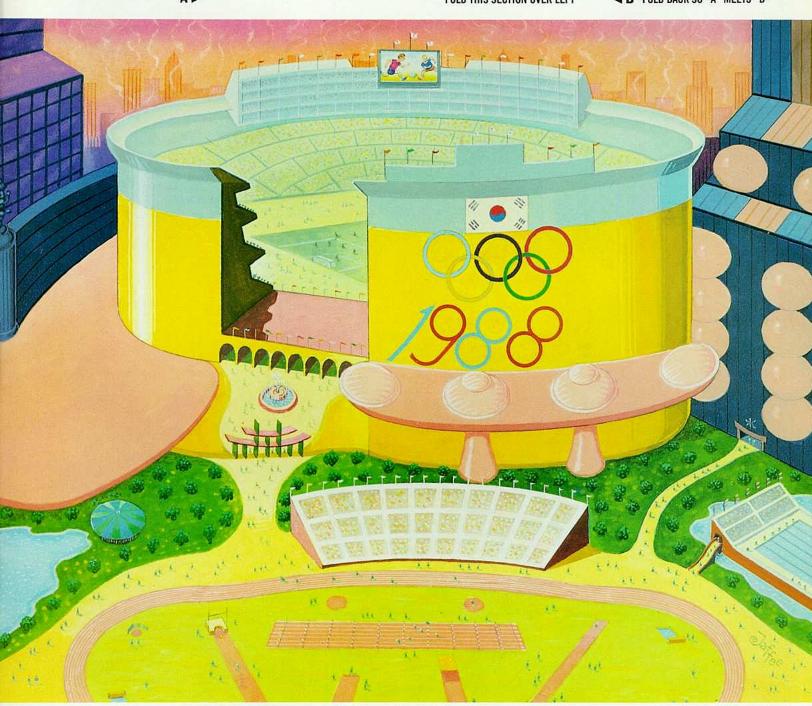
Athletes have always given a lot to achieve Olympic stardom. But today they are being asked to give even more. To find out what that is, fold in page as shown on the right.



A P

FOLD THIS SECTION OVER LEFT

■ B FOLD BACK SO "A" MEETS "B"



ATHLETES ENDURE MANY FRUSTRATIONS
DURING THEIR CAREERS. THEY OFTEN SHRUG
OFF PAIN AND SUFFERING TO PURSUE
THEIR SUPERDREAMS OF OLYMPIC CONQUESTS.

